

Amendments to the Specification:

Please replace the Abstract with the following amended paragraph:

~~There is provided herein a~~ A system and method for organizations to develop, test, execute and analyze messaging programs defining a message application server comprising[[:]] (a) a dialog designer configured to provide a user interface to an organization's program designers and marketers, to allow for rapid messaging program creation, to ~~offer~~ provide the ability to select the type of messaging program, to select ~~the~~ service addresses for ~~a~~ the messaging program, to schedule messaging programs for execution, to upload messaging user data into lists, to create segments, to download messaging program result data, to test messaging programs, to provide reports, including real-time reports, on messaging programs; (b) a dialog server configured to execute messaging programs by ~~means~~ execution of program instructions, to manage substantially simultaneously executed messaging programs, to store messaging user results and message delivery status, to maintain state and session context across message invocations for messaging users within ~~an~~ messaging program; and (c) a message exchange configured to route messages to and from messaging service providers, to manage service addresses, to perform message billing and to connected to messaging service providers; ~~whereby organizations can execute messaging programs with messaging users by means of said messaging service providers. The system and method allow organizations to interact with messaging users who own a messaging communication device by using the services of messaging service providers.~~

Please replace the last paragraph on page 25 with the following amended paragraph:

"In one preferred embodiment, the dialog designer 104, the dialog server 106 and the message exchange 108 log each contain an MDR database to which each logs MDR records in respective MDR databases 130, 162, and 186.

On a regular schedule, consistent with the billing cycle, the data from these MDR databases are uploaded to the billing MDR database 410. Such architecture has a benefit of allowing the billing MDR database 410 to be on a ~~different system~~ different from ~~than~~ the dialog designer, dialog server and the message exchange active MDR databases ~~130, 162, and 186.~~”

Please replace the last paragraph on page 26 with the following amended paragraph:

Turning to FIG. 4 there is shown a preferred embodiment of the dialog designer 104. The main components are the HTTP interface 122 to the dialog designer, used by organizations’ program designers and marketers by means of data network 102; the Web Service interface 124 to the dialog designer used to automate access to the message application server 200 from the organizations and accessed by means of data network 102; the service layer 120 which implements the core functionality of the dialog designer 104; the dialog server interface 126 used to connect the dialog designer 104 to the dialog server 106; the message exchange interface 128 used to connect the dialog designer 104 to the message exchange 108; the dialog designer data database 132 used as the database storage for the dialog designer; the dialog designer data database 192 used to store messaging program related data; and the dialog server message detail record database 130 to log all critical billing or service level operations within the dialog designer 104. The HTTP interface 122 and the Web Service interface ~~123~~124 are the external entry points for organizations into the dialog ~~server~~ designer service layer 120. Other equivalent embodiments of the dialog designer are possible and fall within the scope of this invention.

Please replace the first full paragraph on page 27 with the following amended paragraph:

In one preferred embodiment, the major integration points between the dialog designer 104 and the organization systems are through the HTTP interface 122 and the Web Service interface 124. The HTTP interface 122 is used by the organization dialog designers and marketers to access the message application server 200 by means of a web browser on their computers. The Web Service interface ~~123~~ 124 is used by applications developed by the organization to access the message application server by automated means.

Please replace the first full paragraph on page 28 with the following amended paragraph:

Turning to FIG. 5 there is shown a preferred embodiment of the dialog server 106. The main components are the execution unit 140, configured to process the messaging device originated messages and other events; the scheduler unit 148 configured to start and stop messaging programs or send scheduled events to the execution units 140 at the scheduled times; the program service system 150 configured to manage the executable programs; the session system 152 configured to manage messaging users sessions; the user system 154 configured to manage the messaging users properties; the opt-out system 156 configured to manage the opt-in and opt-out status of messaging users; the program instruction unit 158 configured to retrieve and cache the program instructions required; the bulksend units 146 configured to efficiently send large pushes to messaging users within the program segment; the dialog server in-queue 142 which stores every messaging device originated message or events for execution by the execution units-140; the message delivery status system 143 used to record message delivery errors returned by the message exchange 108; the monitoring unit 164 used by network operating center ("NOC") systems to monitor the state of the dialog server 106; the dialog server database 160 for all

the storage needs of the dialog server 106; and the dialog server message detail record database 162 to log all accounting or service level relevant events within the dialog server system 106. Other embodiments are possible for the dialog server and fall within the scope of this invention.

Please replace the first full paragraph on page 29 with the following amended paragraph:

The program instruction unit 158 is configured to retrieve program instructions for the execution units 140. In one preferred embodiment, the program instructions are hosted on any Internet or intranet accessible web site. In one preferred embodiment, the program instructions are retrieved from remote computing systems using data network 102. This embodiment, when combined with dynamic generation of the program instructions, provide for a powerful means to integrate messaging programs with existing web applications.